

PRESS RELEASE  
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## DECOREX DURBAN A TRIUMPH FOR EXHIBITORS AND VISITORS ALIKE

KwaZulu-Natal's décor and design fraternity descended in droves on the Durban Exhibition Centre this long weekend for the industry's premier showcase, Decorex Durban. Declared a resounding success by organisers and exhibitors alike, the show also gave visitors an abundance of takeaway inspiration and practical ideas, in keeping with this year's theme, "Take It Home, Make It Home."

With many of the region's leading designers and decorators exhibiting at Decorex Durban 2016, the show truly represented a comprehensive display of the wealth of top-drawer talent on offer in KwaZulu-Natal.

Visitors were welcomed to the first of Decorex's trio of 2016 exhibitions through a striking **entrance** designed and installed by The Goodwood Co. The Westmead-based business's Grant Wentzel and Warrick Frederic indulged their passion for contemporary design and solid timber furniture in this inviting space that stylishly set the tone for the rest of the exhibition.

A highlight of the show was the **Designer Spotlight** showcase, awarded, this year, to creative concept specialist Bianca Howard of Slinx consultancy. Drawing on the very latest textile and wallpaper collections from Home Fabrics, Howard dressed her dedicated space in the unique yet timeless and always elegant style that has earned her Westville design consultancy its stripes.

For the second year running, four of KwaZulu-Natal's top kitchen designers – Uber Haus (in collaboration with Beth Haynes Design), Afrormosia, Expert Kitchens & Interiors and Crestwood Kitchens – participated in the **Franke 'Heart of the Home' Kitchen Design Project**. Sponsored by one of the world's leading kitchen-systems suppliers, these refined culinary zones showcased visionary kitchen design and materials, bringing new definition to the phrase 'heart of the home'.

Another crowd-puller, the Plascon stand was where KwaZulu-Natal's visitors got their first look at the much-anticipated **Plascon 2016 Colour Forecast**. The paint giant, who has sponsored the show since its inception 23 years ago, uses Decorex as its annual showcase for the colour trends of the forthcoming season.

Also enormously popular, the **Top Man** showcase, sponsored by Real Natural Stones, saw a handful of local male celebrities each paired with a prominent designer, who then interpreted the former's unique style in the ultimate 'men-only' room setting. Celebrities on board for the exciting installation included radio presenter Damon Beard, media personality Varshan Sookhun, former rugby fly-half Andrew 'Butch' James and World Lifesaving Champion Brandon Ribbink. Proceeds from this exciting installation went to the charity of the celebrity's choosing, giving this testosterone-fuelled project feel-good finesse. With over R8000 raised for his chosen charity, Animally Haven, Damon Beard has been crowned the Top Man for Decorex Durban. Not only will his proceeds be donated to the charity but Decorex SA will be contributing an additional R5000 to the charity.

The Durban show also boasted a number of firsts, including **The Considered Home**, an exclusively curated space, produced in association with GoodWood Co, which showcased all the elements that make up the now-trending look for interiors using products that were on offer at the exhibition. Meanwhile, with concept and colours drawn from the rhythm and



beauty of the Mother Continent, the **African-inspired Trend Pods** showcased the design genius of its awarded decorators, Stanley Oshry of Living Image Interior Decorating and Philippa Courtenay of Reinspire, who both used their allocated spaces to display their own unique interpretations of a theme that is reassuringly close to home. The **Décor & DIY Theatre**, on the other hand, were a series of talks and interactive advice-sharing platforms that served to arm visitors with an arsenal of fresh decorating know-how. And, finally, **#decorexhotseats** saw 10 specially selected Decorex Ambassadors each choosing their favourite locally made chair.

There was also plenty on offer for those seeking vibrant shopping for all things artisanal. The popular **Craft + Create Market** presented a colourful collection of uniquely exclusive, handcrafted lifestyle products which, for the first time, included a **Maker's Corner Hosted By SA Maker Collective**, a fun, hands-on experience that encouraged visitors to upgrade from consumer to maker.

Still on the subject of home- and hand-made, Durban's popular monthly market, **I heart Market**, also came to Decorex 2016 in the form of a lively pop-up market, giving the show's attendees a wide choice of limited-edition pieces, from local fashion to children's toys, homeware, art, ceramics, recycled and repurposed products, jewellery, second-hand collectables and vintage clothing.

And, of course, for those who sought sustenance – or simply the chance to rest shopping-weary legs – Decorex Durban catered admirably to all tastes, the Camp I heart Market saw a selection of trendy food vendors gathered in a funky camp-style setting, turning Decorex's popular restaurant area into a foodie mecca where gourmet “glamping” was encouraged. Fudart strEATERY's distinctive big orange truck also pulled into Decorex Durban this year, offering funky food-truck style dining for the duration of the show. Gloria Jean's Coffees Café was a convenient refuelling station for those who wanted a grab 'n go coffee or quick snack, while the sophisticated Bubbly Bar was just the place for those who preferred to linger awhile over a plate of charcuterie, washed down with a flute of the Winelands' finest.

A group of the country's leading décor and design experts undertook the challenging task of judging the most successful stands at this year's exhibition. Recruited for what was some tough decision-making were none other than Sonia Vosloo, Yanni Vosloo, Frans Alexander Adams and Schanè Anderson.

The prestigious Best Stand Awards were awarded to:

For the most INTERACTIVE STAND, goes to Re-Design Thinking. The judges felt the staff were engaging and friendly

The PLASCON COLOUR AWARD, goes to Re-Inspire

The BEST INNOVATIVE PRODUCT AWARD goes to Crabtree Electrical for their plug and play concept, the judges were fascinated

The BEST EXHIBITOR MARKETING AWARD goes to SHF

The BEST IN THE CRAFT & CREATE CATEGORY goes to the fabulous, current and very interactive Makers Corner hosted by SA Makers Collective.

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The BEST IN THE COOKING AND CUISINE CATEGORY was awarded to the Camp I Heart Market. It was fun, clever, well put together

The BEST GREEN PRODUCT/STAND AWARD goes to Probac. Judges said Larry's description of the product short, sharp and sweet in manner

The BEST NEWCOMER award goes to Abide & Elle Kay Fabrics, colourful and friendly

The TOP MAN STAND award goes to Angela Rousseau from Change Design. A remote space you want to spend time

The BEST SMALL STAND award goes to Institute of the Interior Design Professions (IID), Amazingly impactful for a small space

The BEST IN BUILD AND PLAN goes to Caesarstone. It was a show stopper and their attention to detail, incredible

The award for the BEST IN THE BATHROOM AND KITCHEN category goes to Uber Haus. clean, crisp and innovative

The BEST DÉCOR stand stood out as something new The Considered Home in association with the Goodwood Co presented by Decorex SA

The BEST OVERALL STAND award goes to a stand that is crisp, clean and simple. the award goes to Neolith

The judges also gave 'Excellence' awards to a number of other high-end exhibitors, credited with setting the scene for trend-forward South Africans. These were:

Crestwood Kitchens, Niemann SA, Real Natural, Homewood, Plantation Shutters, Plascon, Slinx Interiors, Light + Living, Taryn Flanagan, Design Ahead, Classic Trading, Brushwood Basics/ Ambiente Luce

For more information:

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